



Data and Privacy File Guides

**Apple.com and Apple Store:
Apple Retail Financing Information**

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File name Apple Retail Financing Information.csv

File description The file provides information relevant to customers of any Apple Retail financing program.

Why Apple keeps this information This information is used to contact the customer and to maintain the agreement.

Field Name	Details
Prefix	Customer's name prefix linked to the program
First Name	Customer's first name linked to the program
Last Name	Customer's last name linked to the program
Middle Name	Customer's middle name linked to the program
Address	Customer's address linked to the program
City	Customer's city linked to the program
Country	Customer's country linked to the program
State	Customer's state linked to the program
Zip Code	Customer's zip code linked to the program
District	Customer's district linked to the program
Phone Number (Home)	Customer's home phone number linked to the program
Phone Number (Cell)	Customer's cell phone number linked to the program
Email	Customer's email linked to the program
Opted in for Notifications?	If the customer has consented to receive notifications
Apple ID Number	Customer's Apple account identifying number
Opt-in Email	Email address for customers that have opted in to receive emails
Opt-in SMS phone number	Phone number for customers that have opted in to receive SMS text messages
Opt-in for ASA notifications	Whether the customer has opted in to receive Apple Store app notifications
Order Creation Date	Date when the product was purchased

Field Name	Details
Order Number	Unique order identifier associated with the purchase
Transaction Type	Type of transaction (e.g., initial sale or upgrade)
Loan Number	Unique identifier related to banking partner's loan information number for the customer
Loan Status	Status of the loan application
Serial Number at purchase	Serial number of purchased product
Product Name	Name of the product purchased
Apple Care Agreement Number	Unique identifier for AppleCare agreement